

Influencing Factors of Impulsive Buying through Positive Emotion and Hedonic Consumption in E-Commerce

*Impulsive Buying
Factors in E-
Commerce*

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ABSTRACT

The rapid growth of digital technology and e-commerce has transformed consumer shopping behavior, shifting purchases from traditional stores to online platforms driven by convenience, promotions, and innovative payment systems. This transformation has also intensified impulsive buying tendencies, particularly with the rise of features such as PayLater that enhance financial flexibility while stimulating spontaneous consumption. This study aims to analyze the factors influencing impulse buying among Shopee users in East Java through positive emotion and hedonic consumption. The examined variables include sales promotion, paylater facility, shopping lifestyle, and price. A quantitative method was applied by distributing questionnaires to 140 respondents. Data were analyzed using path analysis to test relationships among variables. The findings indicate that sales promotion, paylater facility, shopping lifestyle, and price significantly affect both positive emotion and hedonic consumption. Furthermore, positive emotion and hedonic consumption play a crucial role in enhancing consumers' impulse buying behavior. Among all variables, shopping lifestyle and price show the strongest influence. These results emphasize the importance of promotional strategies, innovative payment facilities, and enjoyable shopping experiences in encouraging impulsive purchases. This research contributes theoretically to consumer behavior studies and provides practical implications for e-commerce practitioners in designing more effective digital marketing strategies.

Keywords: *E-Commerce, Hedonic Consumption, Impulse Buying, Positive Emotion, Sales Promotion.*

ABSTRAK

Pertumbuhan pesat teknologi digital dan e-commerce telah mengubah perilaku belanja konsumen, dari yang semula dilakukan di toko fisik menjadi transaksi daring yang didorong oleh kemudahan, promosi, dan inovasi sistem pembayaran. Perubahan ini juga memperkuat kecenderungan belanja impulsif, khususnya dengan hadirnya fitur paylater yang memberikan fleksibilitas keuangan sekaligus memicu konsumsi spontan. Penelitian ini bertujuan untuk menganalisis faktor-faktor yang mempengaruhi pembelian impulsif di kalangan pengguna Shopee

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di Jawa Timur melalui emosi positif dan konsumsi hedonik. Variabel yang diperiksa meliputi promosi penjualan, fasilitas *paylater*, gaya hidup belanja, dan harga. Metode kuantitatif diterapkan dengan mendistribusikan kuesioner kepada 140 responden. Data dianalisis menggunakan analisis jalur untuk menguji hubungan antar variabel. Temuan tersebut menunjukkan bahwa promosi penjualan, fasilitas *paylater*, gaya hidup belanja, dan harga secara signifikan mempengaruhi emosi positif dan konsumsi hedonik. Selain itu, emosi positif dan konsumsi hedonik memainkan peran penting dalam meningkatkan perilaku pembelian impulsif konsumen. Di antara semua variabel, gaya hidup dan harga belanja menunjukkan pengaruh terkuat. Hasil ini menekankan pentingnya strategi promosi, fasilitas pembayaran yang inovatif, dan pengalaman berbelanja yang menyenangkan dalam mendorong pembelian impulsif. Penelitian ini berkontribusi secara teoritis pada studi perilaku konsumen dan memberikan implikasi praktis bagi praktisi e-commerce dalam merancang strategi pemasaran digital yang lebih efektif.

Kata kunci: E-Commerce, Konsumsi Hedonik, Pembelian Impulsif, Emosi Positif, Promosi Penjualan.

INTRODUCTION

Technology is developing significantly, and advances in communication have transformed the commercial sector, making buying and selling accessible anytime and anywhere. This shift has changed consumer culture, with transactions once conducted in physical stores now shifting online through e-commerce platforms and marketplaces. Consumer behavior is largely influenced by perceptions of distance, prices, promotions, and locations determined by companies (Kotler & Keller, 2016). Online shopping is increasingly preferred due to convenience, efficiency, and the ability to compare prices and read reviews, making it the primary option for meeting daily needs.

The ease of online transactions has intensified impulsive buying, unplanned purchases driven by advertising or emotional triggers, which continues to grow alongside Indonesia's expanding e-commerce ecosystem. SimilarWeb data show Shopee leading national traffic in early 2023 with 157.9 million monthly visits, surpassing Tokopedia (117 million), Lazada (83.2 million), Blibli (25.4 million), and Bukalapak (18.1 million), with activity peaking during Ramadan. National Online Shopping Day (*Hari Belanja Online Nasional/Harbolnas*) initiated by idEA further highlights the sector's rapid expansion. Anand et al. (2023) emphasize that online shopping reshapes consumer lifestyles and creates new innovation opportunities, supported by Indonesia's rising digital trade value, from IDR 25.1 trillion (2014) to IDR 144.1 trillion (2018). Beyond needs and budget, evolving payment systems increasingly influence purchases. One major innovation is *paylater*, a credit-like facility with simpler registration, enabling consumers to defer payments across essential and leisure categories. First introduced by Traveloka and later adopted widely, *paylater* is heavily used in Java, especially West Java, Jakarta, and Banten, with platforms such as Traveloka, Gojek, and Shopee reporting rapid adoption, including 1.27 million Shopee *paylater* users in 2020.

Shopee, launched in Indonesia in 2015 and managed by SEA Group, has become one of the country's leading marketplaces through features such as free shipping and diverse product offerings. A 2023 survey by Kredivo and Katadata Insight Center (KIC) showed 60.9% of respondents used *Paylater* for purchases above IDR 500,000, with usage steadily increasing since 2021. *Paylater* supports financial flexibility, enabling consumers to split payments into tenors. However, its presence often drives impulse buying, a behavior where purchases occur spontaneously without rational planning (Rook & Fisher, 1995; Novia & Chaniago, 2016). Shopee dominates as the marketplace most visited for impulsive purchases, particularly in fashion, beauty, and electronics (Ascasaputra & Arimbi, 2022). Fashion trends, reflecting social and economic status, often drive impulse buying as consumers seek to stay updated with styles (Umboh et al., 2018). This aligns with findings that fashion trends significantly influence impulsive purchases.

Technology Acceptance Model (TAM) components, particularly cognitive and affective factors, help explain impulse buying in e-commerce, where Rigopoulos (2019) stresses the need for businesses to adapt to digital payment innovations such as paylater. Factors including sales promotion, shopping lifestyle, price, positive emotion, and hedonic consumption also shape impulsive buying behavior (Pertwi, 2024). Observational patterns show that promotions, lifestyle, and paylater facilities are dominant triggers, forming the basis for examining sales promotion, paylater, shopping lifestyle, and price, with positive emotion and hedonic consumption as mediating variables. Hedonic consumption reflects consumers' search for experiential and aesthetic satisfaction beyond functional needs, making emotional value central in online shopping. While paylater research often highlights financial accessibility, this study introduces novelty by adding indicators such as social influence, habits, and promotion timing. Globally, impulse buying is prevalent: over 60% of Americans engage in it, 42% across Europe (ING survey), and 21% in Indonesia, with fashion products dominating worldwide (Park et al., 2012; Lim et al., 2017; Handayani et al., 2021).

Therefore, this study aims to identify and analyze factors influencing impulse buying through positive emotion and hedonic consumption among Shopee users in East Java. Given Shopee's dominance and East Java's position as a key region for e-commerce, examining these factors provides both academic and practical insights into consumer behavior in the digital era. Understanding how positive emotions and hedonic motives shape spontaneous purchases is essential for businesses to develop effective strategies in Indonesia's growing e-commerce sector.

LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

The Determinants of Positive Emotion

Sales promotion is widely recognized as an important determinant of impulse buying behavior. Firdausy and Fernanda (2021) explain that short-term incentives, including discounts, cashback, flash sales, and free shipping, function as stimuli that encourage consumers to engage in unplanned purchases or to increase purchase volume. In line with this, Wiranata and Hananto (2020) argue that sales promotion is specifically designed to stimulate immediate purchases or product trials within a defined period. Their empirical findings demonstrate a significant positive relationship between sales promotion and impulse buying. Furthermore, positive emotions generated during shopping experiences can reinforce these unplanned purchases, a conclusion also supported by Denia et al. (2023).

Emotional states have a crucial influence on consumer decision-making. Barokas and Sherman (2024) highlight that moods shape product evaluations and can lead directly to purchasing behavior. Accordingly, marketers and online platforms must create enjoyable and convenient shopping environments. One strategy involves financial flexibility, such as the "buy now, pay later" feature, which enhances consumer satisfaction and facilitates transactions. Iyer et al. (2020) emphasize that a positive mood increases the likelihood of purchase completion, while the convenience of online shopping is a primary driver of consumer preference. Empirical evidence by Mardhiyah and Sulistyawati (2021) shows that Paylater services significantly strengthen positive emotions, thereby fostering impulse buying.

Lifestyle characteristics also contribute to this phenomenon. A hedonistic lifestyle, which emphasizes consumptive patterns, interacts with emotional factors such as happiness, fascination, and enthusiasm to motivate unplanned purchases (Lee & Park, 2022; Rahmawati & Nugroho, 2023). Sopiyan and Kusumadewi (2020) confirm this relationship, indicating that lifestyle and emotional factors significantly drive impulse buying behavior. In addition, price discounts continue to serve as an effective promotional strategy (Chandrashekar et al., 2016; Setyorini & Hati, 2020). Higher discount values are associated with stronger positive emotions and repeat purchasing tendencies. This is supported by Salsabila and Andriana (2024), who identify a significant positive effect in Shopee's East Java marketplace.

- H1: Sales promotion has a significant effect on positive emotion.
- H2: Paylater facility has a significant effect on positive emotion.
- H3: Shopping lifestyle has a significant effect on positive emotion.
- H4: Price has a significant effect on positive emotion.

The Determinants of Hedonic Consumption

Sales promotion is defined as a form of direct persuasion through short-term incentives aimed at encouraging the purchase or sale of products or services (Kotler & Keller, 2016; Maulana & Mulyana, 2020). In this context, Shopee has actively enhanced its sales promotion strategies to increase sales and attract new consumers by offering programs such as free shipping, cashback, flash sales, coupons, and discounts. However, despite these initiatives, some complaints remain, for example, free shipping often covers only part of the cost, and flash sales have occasionally resulted in unilateral transaction cancellations.

Hedonistic shopping motivation reflects consumers' psychological needs, such as the pursuit of satisfaction, social recognition, emotional expression, and subjective pleasure. These emotional motives, shaped by social and aesthetic demands, often drive impulse purchases. Denia et al. (2023) also stated that attractive promotion has a significant impact on hedonic consumption. Shopee also facilitates purchasing behavior through various payment options, including Shopeepay, bank transfers, cash-on-delivery, and the Shopee PayLater service. As an online loan feature without requiring a credit card, paylater enables deferred payments, either in full or by installments (Fauziah & Naomi, 2022).

Hedonistic tendencies are particularly evident among teenagers, who are motivated by peer acceptance and trends, which frequently lead to impulse buying. More broadly, shopping lifestyle refers to how individuals allocate income toward products or services, reflecting preferences that extend beyond economic rationality (Priyatna et al., 2023; Abdurachman et al., 2023). Hedonic shopping values, such as novelty, pleasure, emotional gratification, convenience, and interaction, further encourage unplanned purchases (Wahyuni et al., 2022; Anggita et al., 2023). Price discount strategies remain a powerful tool for stimulating consumer demand, allowing firms to anticipate competitors' actions and promote higher purchase volumes. Price discounts are temporary reductions based on timing, product type, or specific events. Research by Prasiwy et al. (2023) supports their impact, highlighting the strong connection between discounts and hedonic shopping motivation.

- H5: Sales promotion has a significant effect on hedonic consumption.
- H6: Paylater facility has a significant effect on hedonic consumption.
- H7: Shopping lifestyle has a significant effect on hedonic consumption.
- H8: Price has a significant effect on hedonic consumption.

The Determinants of Impulsive Buying

Sales promotion is a form of direct persuasion that employs short-term incentives to encourage product or service purchases (Kotler & Keller, 2016). Advertising campaigns are designed to prompt immediate buying behavior, often creating positive emotions such as satisfaction and convenience. According to Rook and Fisher (1995), impulse buying is characterized by spontaneity, strong desire, emotional stimulation, and neglect of potential consequences. Thus, impulse buying reflects unplanned purchases driven by emotional impulses, as confirmed by Adzizia and Adialita (2024).

Technological features such as paylater also facilitate impulsive behavior. Functioning similarly to credit cards but with easier registration, paylater enables deferred payments for various needs, from essentials to entertainment. Impulse buying may occur both intentionally and unintentionally, and some consumers do not always perceive it

negatively. Instead, impulsive purchases may be seen as playful or harmless indulgences. This view is supported by Batubara et al. (2024), who found a significant positive effect.

Lifestyle factors also play a role, as shopping reflects individual choices in spending behavior (Japariato & Sugiharto, 2011). Online platforms further enable impulse purchases by removing time and space constraints. Empirical evidence from Chusniasari and Prijati (2015) supports this relationship, stating that lifestyle has a significant effect on impulsive buying. Price also remains central to purchasing decisions. Promotional strategies such as discounts stimulate demand and trigger impulse buying (Satria & Trinanda, 2019). Beyond rational motives, hedonic consumption also strongly influences impulse buying. Studies show that music tempo and shopping enjoyment can enhance hedonic value, thereby fostering impulsive purchases (Park et al., 2012; Ardianti & Suwandewi, 2019). Setiawan and Sahetapy (2022) found that the hedonic consumption effect leads to impulsive buying.

- H9: Sales promotion has a significant effect on impulse buying.
- H10: Paylater facility has a significant effect on impulse buying.
- H11: Shopping lifestyle has a significant effect on impulse buying.
- H12: Price has a significant effect on impulse buying.
- H13: Positive emotion has a significant effect on impulse buying.
- H14: Hedonic consumption has a significant effect on impulse buying.

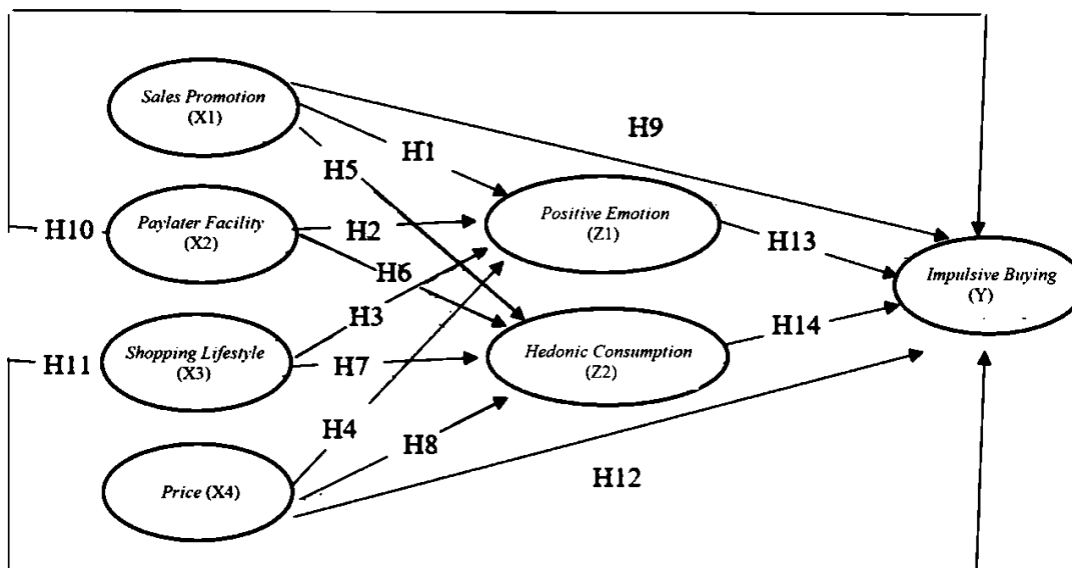


Figure 1. Conceptual Framework

Based on Figure 1, the proposed research framework examines the interplay between sales promotion, paylater facilities, shopping lifestyle, and price in shaping consumer behavior. Specifically, these four variables are hypothesized to influence positive emotions (H1–H4) and hedonic consumption (H5–H8), both of which represent important psychological mechanisms driving consumer decisions. In turn, sales promotion, paylater, shopping lifestyle, and price are also expected to have direct effects on impulse buying (H9–H12). Furthermore, the model positions positive emotions (H13) and hedonic consumption (H14) as mediating factors that strengthen the link between external stimuli and impulse purchasing behavior. This framework highlights how financial incentives, payment flexibility, lifestyle orientation, and price strategies converge to foster emotional and hedonic responses that ultimately lead to unplanned buying in e-commerce settings.

RESEARCH METHODS

This study employed a quantitative approach using survey techniques by distributing structured questions to respondents. The type of research applied was descriptive and verificative, aiming to illustrate phenomena and test the relationships between variables (Sugiyono, 2018). Data analysis was conducted with SEM-PLS using SmartPLS software, which enables examination of relationships among latent variables measured through their indicators. Grounded in the positivist paradigm, this research utilized questionnaires as the main instrument and focused on testing the proposed hypotheses.

The research population consisted of Shopee e-commerce consumers in East Java, categorized as an infinite population. The sample was determined through non-probability sampling with an accidental sampling method, selecting respondents who happened to meet the criteria. A total of 140 respondents were included, with the requirement of having purchased fashion items online via Shopee at least twice and being between 20 and 60 years old. The sample size was determined based on guidelines by Hair et al. (2017), which consider the number of indicators and parameters estimated.

Data were collected through interviews, questionnaires, and documentation. The study variables included sales promotion, paylater facility, shopping lifestyle, price, positive emotion, hedonic consumption, and impulse buying, measured using indicators derived from relevant theories. A Likert scale of 1–5 was applied to measure responses. The data analysis involved tests of validity, reliability, multicollinearity, and descriptive statistics. Hypothesis testing was performed using t-statistics and probability values, while model evaluation was carried out through outer and inner model assessments in SEM-PLS. These analyses aimed to identify both direct and mediated relationships among variables, supported by determination coefficients (R^2), effect size (f^2), and predictive relevance (Q^2).

RESULTS

The data collected in this study were obtained through the distribution of questionnaires to 140 respondents who were the research sample, namely Shopee users in East Java. The identity descriptions of the respondents in this study were grouped based on their last educational background, age, and religion. A summary of the characteristics of the respondents is presented in Table 1.

Table 1. Description of the Identity of the Research Respondent

Category	Characteristics	Frequency	Percentage (%)
Gender	Male	35	32.1
	Female	95	67.9
	Total	140	100.0
Age	< 25 Years old	3	2.1
	26 - 35 Years old	25	17.9
	36 – 45 Years old	77	55.0
	> 45 Years old	35	25.0
	Total	140	100.0
Education	High School	5	5.1
	Diploma	15	15.3
	Bachelor	57	58.2
	Post Graduate	21	21.4
	Total	140	100.0
Marital Status	Married	107	76.4
	Unmarried	0	0
	Women after marriage	21	15
	Doubt	12	8.6
	Total	140	100.0
Total Earnings	< IDR	18	12.9
	2.000.000/months		
	IDR 2.000.000 – 5.000.000/months	40	28.6

Category	Characteristics	Frequency	Percentage (%)
	> IDR 5.000.000/months	82	58.6
	Total	140	100.0
Position at Work	Management	0	0
	Manager	48	34.3
	Staff	58	41.4
	Beginner	34	24.3
	Total	140	100.0

Based on Table 1, the majority of Shopee users are women, totaling 95 respondents (67.9%), while men account for 35 respondents (32.1%). In terms of age, most respondents are between 36 and 45 years (55.0%), followed by those over 45 years (25.0%), 26 and 35 years (17.9%), and under 25 years (2.1%). Educational background is dominated by bachelor's degree holders (58.2%), followed by postgraduate (21.4%), diploma (15.3%), and high school graduates (5.1%). Marital status shows that most respondents are married (76.4%), while widows account for 15% and widowers 8.6%. Income levels indicate that more than half earn above IDR 5,000,000 per month (58.6%), with 28.6% earning IDR 2,000,000–5,000,000, and 12.9% earning below IDR 2,000,000. In terms of occupation, the largest proportion of Shopee users work as staff (41.4%), followed by managers (34.3%), and beginners (24.3%). Overall, the demographic profile shows that Shopee users are predominantly middle-aged, well-educated, married women with relatively high income levels, many of whom occupy professional or managerial positions.

Table 2. Descriptive Based on Research Variables

Latent Variable	Construct Variable	Mean	Median	Scale Min	Scale Max	Standard Deviation
Sales Promotion	X1.1	3.393	4	1	5	1.246
	X1.2	3.400	3	1	5	1.200
	X1.3	3.479	4	1	5	1.233
	X1.4	3.464	4	1	5	1.256
	X1.5	3.357	3	1	5	1.282
Paylater Facility	X2.1	3.479	4	1	5	1.245
	X2.2	3.586	4	1	5	1.287
	X2.3	3.464	4	1	5	1.198
	X2.4	3.414	3	1	5	1.219
Shopping Lifestyle	X3.1	3.257	3	1	5	1.215
	X3.2	3.493	4	1	5	1.273
	X3.3	3.536	4	1	5	1.210
Price	X4.1	3.507	4	1	5	1.285
	X4.2	3.600	4	1	5	1.229
	X4.3	3.607	4	1	5	1.258
	X4.4	3.507	4	1	5	1.301
Positive Emotion	Z1.1	3.543	4	1	5	1.238
	Z1.2	3.436	4	1	5	1.266
Hedonic Consumption	Z2.1	3.593	4	1	5	1.236
	Z2.2	3.543	4	1	5	1.197
	Z2.3	3.707	4	1	5	1.168
	Z2.4	3.343	3	1	5	1.308
Impulse Buying	Y1.1	3.479	4	1	5	1.349
	Y1.2	3.414	3	1	5	1.242
	Y1.3	3.443	4	1	5	1.338

Based on Table 2, it was obtained that the mean values of all variables were in a relatively high score range, which shows that most respondents gave positive responses to statements in the questionnaire. This indicates that sales promotions, paylater facilities, shopping lifestyles, and prices play quite a strong role in influencing positive emotions and hedonistic consumption behaviors, which ultimately lead to impulse purchases. The standard deviation value of each variable indicates the extent to which the data is spread from the average. The smaller the standard deviation value, the more homogeneous or

consistent the respondents' answers to the measured indicators. In this study, most of the variables had a fairly low standard deviation, indicating a relatively uniform perception among respondents. Thus, the results of descriptive statistics provide a strong starting basis in understanding the behavior patterns of Shopee e-commerce consumers in East Java before further inferential analysis is carried out.

Table 3. Outer Loadings and Convergent Validity Test

Laten Variables	Construct Variables	Loading (>0.70)	AVE (>0.5)	Cronbach's Alpha	Composite Reliability (rho_c)
Sales Promotion	X1.1	0.755	0.565	0.808	0.867
	X1.2	0.772			
	X1.3	0.772			
	X1.4	0.703			
	X1.5	0.756			
Paylater Facility	X2.1	0.765	0.583	0.762	0.848
	X2.2	0.797			
	X2.3	0.724			
	X2.4	0.765			
Shopping Lifestyle	X3.1	0.850	0.668	0.754	0.858
	X3.2	0.752			
	X3.3	0.846			
Price	X4.1	0.789	0.593	0.771	0.853
	X4.2	0.793			
	X4.3	0.780			
	X4.4	0.716			
Positive Emotion	Z1.1	0.885	0.774	0.708	0.872
	Z1.2	0.874			
Hedonic Consumption	Z2.1	0.757	0.597	0.775	0.855
	Z2.2	0.731			
	Z2.3	0.778			
	Z2.4	0.823			
Impulse Buying	Y1.1	0.830	0.639	0.717	0.841
	Y1.2	0.774			
	Y1.3	0.793			

Based on Table 3, all items in each variable (such as sales promotion, paylater facility, shopping lifestyle, price, positive emotion, hedonic consumption, and impulse buying) showed a greater r-count value than the r-value of the table at a significance level of 0.05. This shows that all indicators in the questionnaire are declared valid and suitable to be used to measure the construct in question. This high validity reinforces the reliability of the data collected, as each indicator truly represents the theoretical aspects of the variable being studied (Ghozali & Latan, 2020).

According in Table 3, all variables in this study had a Cronbach's Alpha value above 0.70, which means that each construct has an excellent level of internal consistency. This shows that the measuring tools used in this study are stable and reliable to be used in the collection of similar data in the future. Thus, both the validity and reliability tests have met the statistical requirements, which reinforces the accuracy and confidence of the results of the advanced analysis in this study.

Based on Table 4, the multicollinearity test using the Variance Inflation Factor (VIF) shows all variables fall within a low range of 1.062 to 2.152, well below the threshold of 10. This indicates the model is free from multicollinearity, meaning the independent variables do not excessively influence one another.

Table 4. Multicollinearity Test

Latent Variable Path Coefficient	VIF
Sales Promotion (X1) → Impulse Buying (Y)	1.556
Sales Promotion (X1) → Positive Emotion (Z1)	1.172
Sales Promotion (X1) → Hedonic Consumption (Z2)	1.172
Paylater Facility (X2) → Impulse Buying (Y)	1.635
Paylater Facility (X2) → Positive Emotion (Z1)	1.065
Paylater Facility (X2) → Hedonic Consumption (Z2)	1.065
Shopping Lifestyle (X3) → Impulse Buying (Y)	1.349
Shopping Lifestyle (X3) → Positive Emotion (Z1)	1.062
Shopping Lifestyle (X3) → Hedonic Consumption (Z2)	1.062
Price (X4) → Impulse Buying (Y)	1.535
Price (X4) → Positive Emotion (Z1)	1.226
Price (X4) → Hedonic Consumption (Z2)	1.226
Positive Emotion (Z1) → Impulse Buying (Y)	1.948
Hedonic Consumption (Z2) → Impulse Buying (Y)	2.152

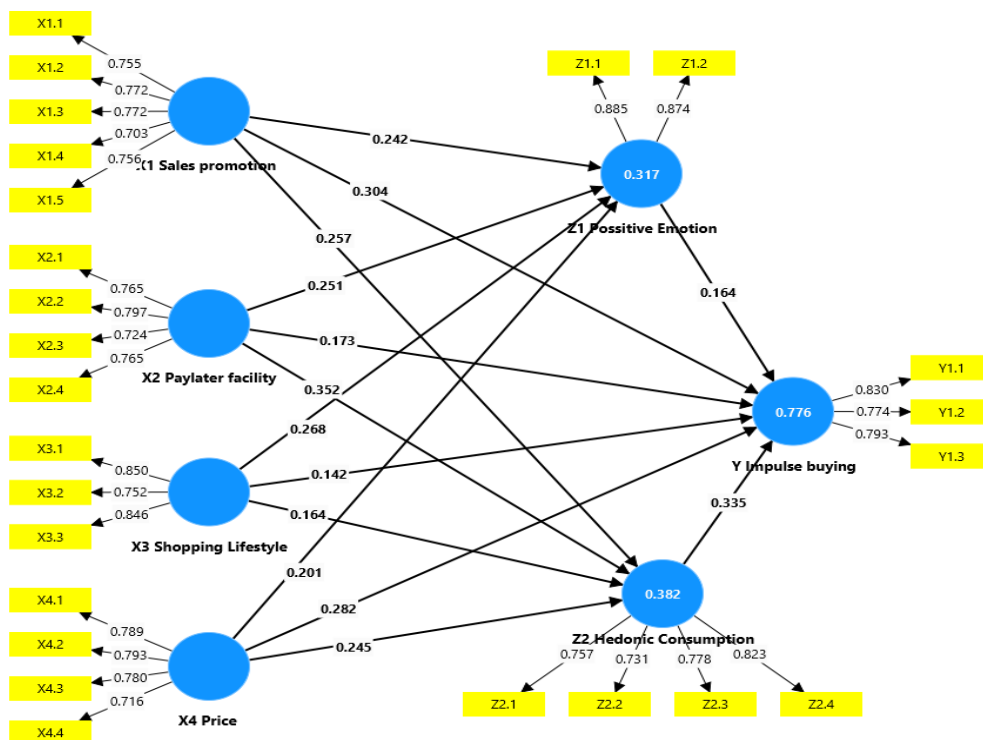


Figure 2. Output of Path Coefficient and Significance Value

Table 5. Research Model Testing

Relationships Between Constructs	Path Coefficients	t-Statistic	P-Value	Information
Sales Promotion → Positive Emotion	0.242	2.584	0.010	Significant
Paylater Facility → Positive Emotion	0.251	2.745	0.006	Significant
Shopping Lifestyle → Positive Emotion	0.268	3.109	0.002	Significant
Price → Positive Emotion	0.201	2.055	0.040	Significant
Sales Promotion → Hedonic Consumption	0.257	2.749	0.006	Significant
Paylater Facility → Hedonic Consumption	0.352	3.502	0.000	Significant
Shopping Lifestyle → Hedonic Consumption	0.164	2.041	0.041	Significant
Price → Hedonic Consumption	0.245	2.404	0.016	Significant
Sales Promotion → Impulse Buying	0.304	5.966	0.000	Significant
Paylater Facility → Impulse Buying	0.173	3.219	0.001	Significant
Shopping Lifestyle → Impulse Buying	0.142	2.908	0.004	Significant
Price → Impulse Buying	0.282	4.700	0.000	Significant
Positive Emotion → Impulse Buying	0.164	3.121	0.002	Significant
Hedonic Consumption → Impulse Buying	0.335	5.890	0.000	Significant

Based on Figure 2 and Table 5, the hypothesis testing results show that all proposed relationships were significant. Sales promotion, paylater facilities, shopping lifestyle, and price each had significant positive effects on both positive emotions (H1–H4) and hedonic consumption (H5–H8), with sales promotion showing a significant path coefficient for hedonic consumption. Similarly, these four variables were also found to significantly increase impulse buying (H9–H12). Moreover, positive emotions (H13) and hedonic consumption (H14) further enhanced consumers' impulse buying behavior. Overall, the findings indicate that financial incentives, payment flexibility, lifestyle orientation, and price perceptions play a critical role in stimulating emotional responses, hedonic tendencies, and ultimately unplanned purchases among Shopee users in East Java. Based on the result, here is the regression equation:

$$\begin{aligned} Z &= 0.242X_1 + 0.251X_2 + 0.268X_3 + 0.201X_4 \\ Z_2 &= 0.257X_1 + 0.352X_2 + 0.164X_3 + 0.245X_4 \\ Y &= 0.304X_1 + 0.173X_2 + 0.142X_3 + 0.282X_4 + 0.164Z_1 + 0.335Z_2 \end{aligned}$$

Table 6. Coefficient Determination

Latent Variable	R-Square	R-Square Adjusted	Information
Impulse Buying	0.776	0.766	Big
Positive Emotion	0.317	0.297	Keep
Hedonic Consumption	0.382	0.364	Keep

Table 6 shows that impulse buying (Y) has an R-square of 0.776 (adjusted 0.766), indicating that sales promotion, paylater, shopping lifestyle, price, positive emotion, and hedonic consumption strongly explain 77.6% of its variation. Positive emotion (Z1) has an R-square of 0.317 (adjusted 0.297), meaning 31.7% of its variation is moderately explained by the four independent variables. Similarly, hedonic consumption (Z2) records an R-square of 0.382 (adjusted 0.364), also in the medium category. Overall, the model demonstrates strong explanatory power for impulse buying, while the mediating variables are explained at a moderate level, suggesting room for further exploration with additional predictors.

DISCUSSION

The results indicate that sales promotion has a significant impact on the positive emotions of Shopee consumers in East Java. Attractive promotions enhance consumer emotions, consistent with Hapsari and Maftukhah (2016), Wiranata and Hananto (2020), and Denia et al. (2023), although this finding is inconsistent with Diany et al. (2019), who found no effect. Similarly, the paylater facility significantly increases positive emotions, as the ease of transactions creates a pleasant shopping experience. This aligns with Mardhiyah and Sulistyawati (2021), but differs from Waluyo et al. (2022), who noted no effect among Muslim consumers. Shopping lifestyle also positively influences emotions, where consumers with stronger shopping habits report higher enjoyment. This is supported by Sopiyan and Kusumadewi (2020), but contrasts with Rismawati and Pertiwi (2022). Price further shows a significant, albeit smaller, influence on positive emotions, consistent with Salsabila and Andriana (2024) who emphasized the role of discounts and bonus packs.

Sales promotion is also shown to significantly affect hedonic consumption, as attractive offers encourage consumers to shop for pleasure, in line with Denia et al. (2023). Likewise, paylater has a strong influence on hedonic consumption, as deferred payment options increase consumer tendency to shop excessively. These findings align with Fauziah and Naomi (2022). Shopping lifestyle also contributes to hedonic consumption, supported by Wahyuni et al. (2022). Price was found to significantly drive hedonic consumption, as competitive offers motivate purchases with little deliberation.

Further, sales promotion strongly influences impulse buying, with intensive offers triggering unplanned purchases. This is consistent with research by Adziquia and Adialita (2024). Paylater facilities also significantly drive impulse buying, as consumers shop even without immediate funds, supported by Batubara (2024). Shopping lifestyle exerts the strongest effect, showing that consumers with higher shopping tendencies display greater impulsivity, consistent with Chusniasari and Prijati (2015). Price likewise influences impulse buying, where attractive offers encourage spontaneous purchases.

In terms of mediation, positive emotions significantly impact impulse buying, with good moods encouraging impulsive purchases, particularly in fashion products. This is consistent with Setiawan and Sahetapy (2022). Similarly, hedonic consumption significantly increases impulse buying, as consumers purchase appealing goods even without functional need, supported by Ardianti and Suwandewi (2019) and Setiawan and Sahetapy (2022).

Structural regression analysis reinforces these findings. Positive emotion is shaped by sales promotion, paylater, shopping lifestyle, and price, with shopping lifestyle contributing the most. Hedonic consumption is influenced by all four exogenous variables, with Paylater exerting the strongest effect. Impulse buying, in turn, is directly affected by all independent variables and mediated by positive emotion and hedonic consumption, with sales promotion, price, and hedonic tendencies showing the largest contributions. This study confirms that a combination of sales promotion strategies, ease of payment through PayLater, shopping lifestyle, and competitive pricing significantly enhances positive emotions and hedonic consumption, which subsequently drives impulse buying among Shopee consumers in East Java.

CONCLUSION

This study proves that sales promotion, paylater facilities, shopping lifestyle, and price have a significant effect on positive emotion, hedonic consumption, and impulse buying of Shopee consumers in East Java. Among these variables, shopping lifestyle has the most influence on positive emotions, while paylater facilities have the greatest influence on hedonic consumption. Meanwhile, sales promotion, price, and hedonic consumption are the main factors driving impulse buying.

The findings of this study have several important implications. The result show that sales promotion, paylater facilities, shopping lifestyle, and price perceptions are key drivers that shape consumers' positive emotions, hedonic tendencies, and ultimately impulse buying. For e-commerce platforms like Shopee, this suggests the need to design promotional strategies and flexible payment features that not only attract attention but also build positive consumer experiences. In particular, paylater emerged as a strong determinant of hedonic consumption, while shopping lifestyle showed the greatest influence on positive emotions and impulse buying. This highlights the importance of tailoring marketing strategies to lifestyle-driven segments and enhancing responsible use of credit-based payment systems.

Despite its contributions, this study has several limitations. The research was limited to Shopee users in East Java, which may not fully capture consumer behavior across different regions or e-commerce platforms. Moreover, the focus was restricted to four independent variables, leaving out other potential determinants such as brand trust, digital literacy, or cultural influences. Future research should expand the scope to other geographical areas and online marketplaces, while incorporating broader variables that may enrich the explanatory power of the model. Longitudinal studies could also provide deeper insights into how consumer emotions and shopping behavior evolve over time, particularly in response to changes in technology, economic conditions, and social trends.

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